

ABSTRACT OF THE DISCLOSURE

Data supplied to a display having a plurality of pixels comprises both content to be displayed and metadata that identifies the content of the respective pixel as being of a particular type by setting the metadata for each pixel to a value that is one of a predefined set of values.

The identification of the content as being of a particular type enables the classification of the

5 pixels on a per pixel basis into one or more categories. Pixels containing data for an advertisement can be identified and metered to determine the total display space they occupy and length of time they are displayed, which are both considered measures of the effectiveness of the advertisement. This metering can therefore be used to more equitably charge for advertising on web pages because an advertiser can be charged on the basis of what a user actually sees on the display. If only a percentage of the advertisement is visible, the advertiser pays an amount in proportion to the percentage of the advertisement that is visible. Pixels belonging to an advertisement can also be metered by a video game in a manner that gives an incentive to a game player to view advertisements. Additionally, metadata can be used to identify a pixel as containing objectionable content or some other information or type of content not desired by a

10 user. The pixels containing objectionable or undesired content, which usually are pixels that display an object or portions thereof, can then be filtered out of the picture in a more precise way to either delete or leave a blurred image of the object or objectionable/undesirable portion thereof only, without hiding an entire screen of data.

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